



# Cracking The Hidden Job Market: How to Find Opportunity in Any Economy

By Donald Asher

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## Cracking The Hidden Job Market: How to Find Opportunity in Any Economy By Donald Asher

### Can't find a job? Maybe you're seeing only half the picture! Half the job market is invisible

Are you spending all your time applying to posted job openings—postings that draw hundreds, and in some cases, thousands of applications? No matter how perfect you are for the job, there is always someone else who's a little more qualified, more experienced. The key to success in the current job market is breaking through to the *hidden* job market. Over half of all jobs go to someone who did not apply to a posted opening at all. What are they doing and how are they doing it? They're finding new jobs *before the posting hits the Internet*.

Career guru Donald Asher offers proven strategies for finding great opportunities in any industry. With *Cracking the Hidden Job Market* you'll stop wasting time and effort and beat the job-search odds by learning how to:

- find jobs that are never posted anywhere
- get complete strangers to help you find a job
- convince potential employers to give you an interview—even when they're “not hiring”
- find—and land—the new jobs in this, or any, economy

Every page of *Cracking the Hidden Job Market* is packed with no-frills fundamentals to change the way you look for a job, this time—and forever!

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### Editorial Review

From Publishers Weekly

In his latest effort Asher (*How to Get Any Job*) invites job seekers to develop strategies for finding jobs—before they've been posted. He provides specific rules for figuring out what job is the best fit, and offers templates for structuring informational interviews, e-mail, conversations, and other forms of contact that can be adapted for use according to individual job seeker's needs. The book is packed with well considered and occasionally counterintuitive advice, such as "...resumes impede networking for information." He even outlines a strategy to get past e-mail filters, automatic answering machines, and other electronic gatekeepers. Asher also alerts job hopefuls to pitfalls and scams that may be coming their way. His strategic and high-energy approach involves creating an active network of contacts in order to be in the right place at the right time: "You get jobs by talking to people, so your goal is to talk to a lot of people." In addition, he offers advice for when using more conventional job hunting techniques. Readers get a menu of job search options with motivation to keep moving through this long complex process. Valuable assistance from a leading authority.

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### Review

"The no-nonsense, common-sense *Cracking the Hidden Job Market* ... could certainly jump-start a stalled job search. ... Asher's book will hold your hand while you try to get your foot in the door."

—*USA Today*, 1/18/11

"Networking involves the 'law of large numbers.' Asher points out connection sources most of us already have and shows us how to manage 100 contacts."

—*Dallas Morning News*, 1/16/11

"*Cracking the Hidden Job Market* offers tips and strategies for standing out in the crowd—and looking where the crowd's not. ...a simple formula for job-hunting success."

—*Washington Post Express*, 1/10/11

### About the Author

**DONALD ASHER** is the author of eleven books on careers, job search, and higher education. He is a contributing writer for numerous publications and career sites and is a tireless speaker, making more than 150 appearances at college and corporate campuses across the United States each year. Recent teaching engagements have also taken him abroad to India, China, South Korea, and Germany. When he isn't traveling, Donald Asher divides his time between northern Nevada and San Francisco, California.

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